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College of Mass Communication  
University of the Philippines  
Diliman, Quezon City

# Course Syllabus

COURSE CODE AND NUMBER:	COMM 130
COURSE TITLE:	Communication and Media Theories
COURSE DESCRIPTION:	The communication process and the development of communication and media theories.
PREREQUISITE:	COMM 100
COURSE CREDIT:	3 u.
COURSE OBJECTIVES:	<p>At the end of the course, the students should be able to:</p> <ul style="list-style-type: none"><li>• trace the historical development and context of communication and media theories;</li><li>• identify the basic principles, strengths, and weaknesses of various communication and media theories; and</li><li>• apply communication and media theories to situations, issues, forms, and practices of communication and media.</li></ul>

## Course Outline

- I. *Introduction* (1 week)
  - A. Mass Media as a Product of Modernity
  - B. The Development of Media as an Academic Discipline
  - C. Defining Theory and Media Theory
  - D. Organizing Communication Theory

## II. *Positivist Theories*

( 4 weeks )

- A. Theories of Individual Outcomes
  - 1. Magic bullet, hypodermic needle theories
  - 2. Two-step flow of media
  - 3. Reinforcement theory
  - 4. Expectancy-value theory
  - 5. Dependency theory
  - 6. Uses and gratification theory
- B. Theories of Cultural Outcomes
  - 1. Functions of mass media
  - 2. The diffusion of innovation
  - 3. Spiral of silence
  - 4. Cultivation analysis
  - 5. Agenda setting

## III. *Cultural/ Critical Theories*

( 4 weeks )

- A. Cultural Analysis
  - 1. Ritual rather than transmissional perspectives
  - 2. Macroscopic vs. microscopic theories
  - 3. Framing and frame analysis
- B. Linguistics-Based Theories
  - 1. Semiotics and semiology
  - 2. Structuralist theory
  - 3. Poststructuralist theory
  - 4. Narrative theory
  - 5. Postmodern theory
- C. Critical Cultural Analysis
  - 1. Marxism and related theories (Frankfurt, British-colonial, political economy, and hegemony and power theories)
  - 2. Psycho-analytical theories
  - 3. Critical theory of technology
  - 4. Postcolonial theory
  - 5. Reader-oriented theories
  - 6. Gender theories (feminist, gay, lesbian, and queer theories)

#### IV. Other Schools

( 4 weeks )

- A. Toronto School
- B. Social Construction of Reality
- C. Interactionism: Chicago and Iowa Schools
- D. Message Reception and Production
- E. Special Topics (to be tailored to students' interests)

#### V. Developing a Framework for Philippine Media

( 2 weeks )

- A. Sikolohiyang Pilipino
- B. Pantayong Pananaw
- C. Pagkataong Filipino
- D. Others

#### VI. Integration

( 1 week )

- A. Communication Science vs. Culture-Centered Paradigm
- B. The Blurring of Disciplinary Boundaries

### Course Requirements

Midterm Exam	25%
Final Exam	25%
Reports/Presentations	20%
Quizzes/Exercises/Papers	20%
Participation	10%
<b>TOTAL</b>	<b>100%</b>

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